

**Notice of References Cited**

Application/Control No.

09/771,863

Applicant(s)/Patent Under  
Reexamination  
FULLER ET AL.

Examiner

Donald L. Champagne

Art Unit

2121

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**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
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**FOREIGN PATENT DOCUMENTS**

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**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Sterne, Jim, "What makes people click: advertising on the Web" (Que Corp., Indianapolis IN, 1997): 272.
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\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(d).)  
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**DONALD L. CHAMPAGNE**  
PRIMARY EXAMINER